Chief Communications and Government Relations Officer

Communications and Government Relations Unit

B045

Position Summary
The person selected for this “at-will” position is responsible for districtwide operations and activities related to the development of legislative priorities, and will utilize effective communication methods to ensure families, students, staff, partners, and other constituents are informed about and engaged in Clark County School District priorities, policies, practices, challenges, and opportunities. This position will manage internal communication and media relations programs and direct a comprehensive communications program to support the District’s mission and goals. This position is directly responsible to the Superintendent of Schools.

Responsibilities
1. Develops and directs a comprehensive communications program to support the District’s mission and goals.
2. Serves as District spokesperson, as needed.
3. Provides strategic communications counsel to District and school administrators and other staff members.
4. Manages media relations. Develops and manages internal communications programs. Ensures department activities comply with established laws, codes, regulations, policies, and procedures.
5. Provides consistent communication initiatives and support for strategic, multicultural outreach to diverse District communities and external stakeholders.
6. Develops effective methods and innovative strategies to utilize the District’s electronic communications tools, including Web presence and new media to keep the community informed about and engaged in District priorities, policies, practices, challenges, and opportunities.
7. Supports and builds the capacity of schools to inform neighborhood community organizations and media outlets of school-based activities. Promotes and markets District schools and programs.
8. Ensures successful application of District brand and image standards.
9. Provides proactive public relations counsel for District leadership, ensuring that potential public relations concerns and issues are identified and addressed.
10. Implements crisis communication plans when necessary to effectively respond to emergency situations, to ensure target audiences are reached through appropriate venues, and to inform the media, as appropriate.
11. Prepares speech notes for the Superintendent and other members of the Superintendent’s Executive Team, as requested.
12. Coordinates and directs districtwide communications, resources, and personnel to meet District legislative priorities.
13. Plans, organizes, controls, and directs the development and implementation of the District’s legislative platform, bill draft requests, and strategic plans to ensure optimum support during legislative sessions.
14. Provides consultation and technical expertise to officials, administrators, staff, outside organizations, and others concerning legislative, public relations operations and activities.
15. Coordinates and directs operations and activities to ensure proper and timely resolution of public complaints and concerns regarding District activities.
16. Prepares for senate hearings, press conferences, and related events; researches information, arranges and conducts special meetings, and adjusts District standards and policies to resolve issues with senators and other officials.
17. Plans, organizes, directs, and participates in the establishment and maintenance of District contacts with businesses, community organizations, governmental agencies, and members of the public to facilitate and enhance public involvement and support in District activities.
18. Monitors and analyzes legislative, and public relations programs, operations, and activities for educational effectiveness and operational efficiency; receives and responds to administrative, staff, and public input concerning related needs.
19. Collaborates with the Clark County School District Board of Trustees in the development and implementation of family and community engagement outreach functions.
20. Develops and prepares the annual preliminary budget for legislative and community relations functions; analyzes and reviews budgetary and financial data; and controls and authorizes expenditures.
21. Directs the preparation and maintenance of a variety of narrative and statistical reports, records, and files related to legislation, public relations, personnel, and assigned duties.
22. Supervises and evaluates the performance of assigned staff.
23. Performs other duties related to the position, as assigned.

**Minimum Requirements**

1. An earned bachelor’s degree from an accredited college or university in communications, journalism, marketing, public relations, English, public administration, or related field.
2. Satisfactory service in corresponding or related positions, or five (5) years of successful supervisory experience related to the administrative position.
3. Seven (7) years of increasingly responsible educational or legislative experience to include work with legislative issues and public relations/communications field. Four (4) years of the required seven (7) years of experience must be in an administrative/managerial capacity.
4. Thorough knowledge and experience with the principles and practices of public relations, marketing, and journalism.
5. A valid driver’s license that allows the applicant/employee to legally operate a motor vehicle in Nevada.

**Preferred Qualifications**

1. An earned master’s degree from an accredited college or university in education, public administration, or related field.
2. Previously demonstrated at least five (5) years of successful licensed teaching experience including at least two (2) years as a contracted administrator in an accredited K-12 public or private school or including at least two (2) years experience as a contracted administrator in a related position.
3. Familiarity with urban education issues.
4. Second language fluency.
Position Expectations

1. Knowledge of public relations practices, procedures, techniques, and terminology.
2. Knowledge of educational needs, goals, and objectives of the District.
3. Knowledge of District and state standards and requirements concerning school district legislative and community relations functions.
4. Knowledge of new, existing, and pending state legislation affecting the District.
5. Knowledge of principles, practices, and basic political science involved in dealing with local, state, and federal officials.
6. Knowledge of District organization, operations, policies, and objectives.
7. Knowledge of policies and objectives of assigned programs and activities.
8. Ability to meet with legislators; testify at hearings and meetings; and represent the District at a variety of legislative functions to promote legislative priorities and communicate educational needs.
9. Ability to interpret, apply, and explain rules, regulations, policies, and procedures.
10. Ability to establish and maintain cooperative and effective working relationships with others.
11. Ability to analyze situations accurately and adopt an effective course of action.
12. Ability to prepare comprehensive narrative and statistical reports.
13. Demonstrated ability to maintain a high level of initiative.
14. Possess superior writing, editing, verbal, and interpersonal skills, especially in communicating complex policies and practices to varied audiences.
15. Ability to work cooperatively with the media, Clark County School District Board of Trustees, and all level of District employees, students, community partners, and the public.
16. Possess personal characteristics including, but not limited to: poise, perspective, integrity, flexibility, professional demeanor, and personal appearance necessary for success as an administrator in the District.
17. Ability to exemplify integrity, candor, and high ethical conduct.

Salary and Benefits

This is an “at-will” twelve (12)-month position with placement equivalent to Range 48 ($107,040 - $143,460) of the Unified Administrative Salary Schedule. Placement will be made in accordance with Clark County School District Regulation 4291 (Placement and Advancement on the Unified Administrative Salary Schedule). Placement higher than Step C ($118,032) shall not be granted to professional-technical employees (non-
licensed administrators) new to the Clark County School District except by decision of the Superintendent or designee.

The terms and conditions of employment are set forth in the collective bargaining agreement (CBA) negotiated between the Clark County School District (CCSD) and the Clark County Association of School Administrators and Professional-technical Employees (CCASAPE). However, in accordance with Nevada Revised Statutes (SB 493, 2017 Nevada Legislative Session), because this school district administrator will serve as the Chief Communications and Government Relations Officer, the selected employee for this position is not eligible for participation in the CCASAPE Bargaining Unit. As such, similar terms as those set forth in the CBA shall apply to the selected employee (Non-Bargaining Unit Administrator) in accordance with CCSD Policy 4260.

- For current Salary Schedule information, please visit this site: https://www.ccsd.net/employees/resources/pdf/salary-info/AdminSalarySchedulesFY2020.pdf

- For additional regulation language regarding salary placement, please visit this site: http://www.ccsd.net/district/policies-regulations/pdf/4291_R.pdf

Nevada Public Employees’ Retirement System (PERS) – Information regarding Nevada PERS can be obtained at www.nvpers.org.

Fully-paid employee premiums for medical, dental, vision, life, and long-term disability insurance. Family policies are also available.

Six (6) personal leave days each year, two (2) days of vacation accrued each month, and fifteen (15) days of sick leave each year.

**Application**

Persons interested in the position and who meet the minimum qualifications should submit the required online application through our webpage at http://teachvegas.ccsd.net. **The position will remain open until filled.** To receive consideration in this selection process, the following required materials: three (3) letters of recommendation of which one (1) must be from the applicant’s current supervisor, a current resume, and complete set of college transcripts (copies of official transcripts will be accepted), must be submitted electronically where prompted on the online application, no later than the closing date specified above.
Current and previous employers may be contacted for references, and applicants for this position are subject to a thorough background investigation. Please direct all questions to the Administrative Services Department at (702)799-5484.

**AA/EOE Statement**
This employer does not knowingly discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin.

**Job Revision Information**
- Revised: 07/10/19
- Created: 07/08/19